

# **RJ REYNOLDS**

TOBACCO COMPANY

COPY

S. R. MacLEOD  
Region Operations Mgr  
160 Lawrence Ball Drive  
Suite #108  
Williamsville, NY 14221  
(716) 834-9232  
Fax (716) 834-3145

June 13, 1997

RJR Account #081120  
Mr. C. Polino  
BUFFALO TOBACCO

**SALEM TEAR TAPE PROMOTION #701147: JULY AND AUGUST 1997**

Dear Coz:

SALEM .30¢ tear tape product has been ordered, as well as 10 SKUs of 40-Pack Displays (Item #530123 @ 1/SKU) to pack and ship the above promotion to your participating retail accounts as identified on the attached Customer List. This Promotion will be delivered in two separate drive periods; July and August. Utilize the same Customer List for each drive period. New Displays will not be shipped with the August drive period (see enclosed Retailer Letter).

**Display Detail / Item #530123**

<b><u>SKU CUBE:</u></b>	<b>0.4890</b>
<b><u>SKU WT (w/o Product):</u></b>	<b>1.4480 lbs</b>
<b><u>Retail Sales Offers per Sku:</u></b>	<b>40 units</b>
<b><u>Billing per Sku:</u></b>	<b>4 Full Price Cartons</b>

R. J. Reynolds' sales personnel will issue .30¢/pack payment to retailers at store level. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$28.00 (2 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

**THE ATTACHED CUSTOMER LIST SHOULD BE RETAINED AND UTILIZED FOR AUGUST DISTRIBUTION OF SALEM .30¢ PROMOTIONAL PRODUCT.**

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610

/jc

cc: C. Alessandra

Enc. Retailer Letter

Retail Customer List

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

SALTAPEDOC

51862 3089

**JULY DELIVERY**  
**SALEM TEAR TAPE**  
**BUFFALO TOBACCO**

**July Drive Period 707 / Promotion #701147**

**PROMOTION DESCRIPTION:** *EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.*

**DISPLAY LOAD (4 CARTONS):**

**1 CARTON EACH:**

**SALEM FULL FLAVOR**  
**SALEM LIGHT**  
**SALEM FULL FLAVOR 100**  
**SALEM LIGHT 100**

**RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR AUGUST DRIVE PERIOD**  
**(INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER'**  
**IN EACH DISPLAY SHIPPED TO RETAIL)**

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-12039	Full Flavor	1
12300-12439	Light	1
12300-12239	Full Flavor 100	1
12300-12539	Light 100	1

Product / Premium Arrival:

June 30, 1997

Ship Date to Retail:

Week of: July 14, 1997

EFT \$ Amount:

\$1,431.29

Non-EFT \$ Amount:

\$N/A

**R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ / PACK PAYMENT TO RETAILERS AT STORE LEVEL.**

**JULY DELIVERY**

51862 3090

**AUGUST DELIVERY**  
**SALEM TEAR TAPE**  
BUFFALO TOBACCO

**August Drive Period 707 / Promotion #701147**

**PROMOTION DESCRIPTION: UTILIZE THE JULY CUSTOMER LIST TO SHIP THE APPROPRIATE NUMBER OF SALEM \$3.00 OFF / CARTONS PER BRAND STYLE AS INDICATED. RETAILER WILL LOAD PRODUCT INTO THE 40-CARTON DISPLAY WHICH WAS SHIPPED WITH JULY DRIVE PERIOD.**

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-12039	Full Flavor	1
12300-12439	Light	1
12300-12239	Full Flavor 100	1
12300-12539	Light 100	1

Product Arrival: August 4, 1997

*(No Displays will be shipped)*

Ship Date to Retail: Week of: August 18, 1997

EFT \$ Amount: \$1,431.29

Non-EFT \$ Amount: \$N/A

**R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ / PACK PAYMENT TO RETAILERS AT STORE LEVEL.**

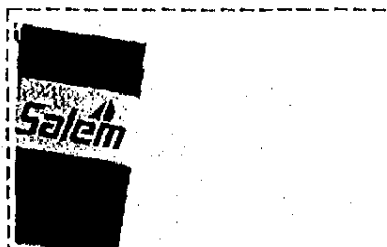
**AUGUST DELIVERY**

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# RETAIL CUSTOMER LIST

51862 3092

ACCT	FULL NAME	ADDRESS	CITY	ST	ZIP	VAP WHLR	VAP WHLSR NAME	SUPP NO	Number of Cartons To be Shipped SALEM				TOTAL NO. OF STORES (DISPLAYS)
									FF	LT	FF 100	LT 100	
398677	CORNER STORE	2815 DELAWARE AVE	KENMORE	NY	14217	81120	BUFFALO TOBACCO PROD	0	2	2	2	2	1
667214	NFT MOBIL	8721 NIAGARA FALLS B	NIAGARA FALLS	NY	14304	81120	BUFFALO TOBACCO PROD	0	4	4	4	4	1
665636	MICHAEL'S SUNOCO	3705 HARLEM ROD	BUFFALO	NY	14214	81120	BUFFALO TOBACCO PROD	0	2	2	2	2	1
765426	MAYBACKS FOOD SHOP	3035 GENESEE ST	CHEEKTOWAGA	NY	14225	81120	BUFFALO TOBACCO PROD	0	4	4	4	4	1
323511	GAS RITE, INC.	11665 BROADWAY ST	ALDEN	NY	14004	81120	BUFFALO TOBACCO PROD	0	4	4	4	4	1
397014	CORNER STORE	2050 CLINTON ST	BUFFALO	NY	14206	81120	BUFFALO TOBACCO PROD	0	2	2	2	2	1
397930	CORNER STORE	155 LAKE AVE	LANCASTER	NY	14086	81120	BUFFALO TOBACCO PROD	0	4	4	4	4	1
483559	GANCI'S EXPRESS MART	1241 E LOVEJOY ST	BUFFALO	NY	14206	81120	BUFFALO TOBACCO PROD	0	4	4	4	4	1
506533	CENTER RD. SUPER	1207 CENTER RD	WEST SENECA	NY	14224	81120	BUFFALO TOBACCO PROD	0	2	2	2	2	1
554322	BOLLERS CAR WASH	5029 CLINTON ST	WEST SENECA	NY	14224	81120	BUFFALO TOBACCO PROD	0	2	2	2	2	1
						81120 Total			30	30	30	30	10



*To All RJR Retail Partners*

## **RETAILER LETTER**

**SALEM .30¢ OFF / PACK**

**\$3.00 OFF / CARTON**

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALE FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH SALEM PROMOTIONS FOR JULY AND AUGUST 1997.
- YOUR WHOLESALE WILL SHIP .30¢ OFF/ PACK AND \$3.00 OFF/ CARTON PROMOTED PRODUCT ON A MONTHLY BASIS THROUGH YEAR END 1997. THIS PROMOTED PRODUCT IS TO BE PLACED INTO THE 40-PACK DISPLAY.
- R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ PER PACK PAYMENT FOR THIS PRODUCT AT STORE LEVEL.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS. IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

ROU #1610

51862 3093

07/14/97

ACCOUNT NUMBER: 081120                      BUFFALO TOBACCO PROD  
VOUCHER NUMBER: 15360632                    202-208 RHODE ISLAND  
DATE WRITTEN: 07/14/97                      BUFFALO , NY 14213  
STATUS: PAID  
AMOUNT PAID: 28.00                          SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	2.00	28.00

EXPLANATION: SALEM TEAR TAPE #701147: JULY/AUGUST/C. ALESSANDRA

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